

'Nothing is impossible'

TO MY 'BOSSES':
"This is not my Sona. This is the Sona of the Filipino nation. You are the wellspring of change. It is possible. It's a great time to be Filipino."

PHILIPPINE DAILY INQUIRER

BALANCED NEWS. FREE

Sona P-Noy's narration of changes

By Norman Bundadores and Christine G. Arendado

THE PHILIPPINES has achieved change, and the Filipinos themselves have made it happen.

President Aquino faced a joint session of Congress yesterday to deliver his third State of the Nation Address (Sona). He did not claim credit for the improvements in national life in the past year. All credit he gave to the Filipinos. He thanked them for the achievements.

He said that in the 25 months that he has been President, he learned that "nothing is impossible because if the Filipino people see that they are the only bosses of their government, they will carry their will guide us, they themselves will lead you to successful change."

"Nothing is impossible to a united nation," Mr. Aquino said.

"It was change we dreamed of, and change we achieved."

Toward the end of his one-hour-and-a-half-long speech, he said "It's a great time to be Filipino."

And the benefits of change, he said, are now part of the center. Road is straight and level, and prospering people are ready even before a storm arrives.

Trade advisory are always on standby, and people are no longer left to fend for themselves, since only blame from police, embassies, and the trade-out from the rebates of government officials.

"Reforms were established as we cut wasteful spending, held offenders accountable for their actions, and showed the world that the Philippines is now open for business under new management," the President said.

He reported eight credit rating upgrades, 44 stock market record highs, and a first-quarter 2012 gross domestic product growth rate of 8.4 percent, "much higher than projected, the highest growth in the Southeast Asian region, and second only to China in the whole of Asia."

On his social, health, education

NOTHING IS



House 'Great Wall' sbrine to historic impeachment

By Cindy C. Thurman and Lella B. Salasanta

CALL IT "The Great Wall of Asia." A self-comparative wall of taking the victory of prosecutors who wanted to convict then Chief Justice Renato Corona into possibility at the south wing of the House of Representatives.

The "reference" to the prosecution's success in convicting Corona—unveiled a few hours before President Aquino's State of the Nation Address (Sona)—is not likely to be missed.

Right smack at the center are giant close-ups of Speaker Feliciano Belmonte Jr., House lead prosecutor Danilo Dag, and House Majority Leader Marito Dag, House's first, whose "patent" (same expression) closing argument against Corona

HOUSE 27

'Philippines is no longer a joke'

By Gil C. Cabacungan

THE TIME has come for the country to implement high-profile projects, invite more tourists, and spend more for education and healthcare to push the robust investment confidence in the economy into gear for his "bosom," President Aquino said yesterday.

"What we want is the robustness of Asia now, bring with vitality. Once, we were the (joke) now, we are the (joke) now, clearly no laughing matter. Until recently,

we had to beg for investments, now, investors flock to us," the President said in his third State of the Nation Address (Sona).

He cited statistics from foreign investors and an analyst saying that "the Philippines is no longer a joke."

"I only wish that the optimism of foreign media would be shared by their local counterparts more often," the President said.

"When we secured our first positive credit-rating action, THE PHILIPPINES, AN

Address gets thumbs up from business

By Doris Dumlao and Rita T. Ochando

AN EXECUTIVE of one of the biggest banks in the country said President Aquino's affirmation of good governance while implementing reforms would make economic growth more "bankable" as it would bring down unemployment and poverty levels.

Paul Joseph Garcia, a senior vice president at the Bank of the Philippine Islands and head of Overseas Funds, said the message

ACCREDITED

A STONE'S THROW AWAY

6,000 cops block 5,000 protesters hurling stones

By John M. Arellano, Nancy C. Cervilla and Inquirer bureau

IT WAS a chaotic sight this time of year: Students and farmers burning offices of President Aquino and Vice Sora. But they were stopped by police from getting close to the burning

business complex to denounce the government's alleged failure to improve the plight of workers, triggering a brief clash that left scores injured.

Fire trucks, road barricades and a 6,000-strong police force blocked the protesters led by the labor group Bayan Agapang Makabayan (Bayan) on Comodoro

wealth Avenue in front of East Gateway mall about 2 kilometers from the Congress building, where the President delivered his annual State of the Nation Address (Sona).

A brief scuffle ensued when a group led by the militant League of Filipino Students attempted to breach the police line after the ef-

fects were banned.

Bayan said 98 protesters, mostly students, were hurt in stone-throw or stick-throwing. Bayan said 11 of those injured required treatment at East Avenue Medical Center. The Philippine National Red Cross reported 18 injuries.

Chief Supt. Mario de la Vega

ARMED COPS 41

When politics, fashion meet on red carpet

By Alex T. Vergara and Cherie V. Hara

THEY wore their hearts on their sleeves and carried their politics on their backs, their bodies and their shoes.

Politics and fashion converged on the red carpet at President's State of the Nation Address (Sona) and the opening of the joint session of the 15th Congress.

The annual fashion event at the Batangas Freedom complex became more of a political show as guests, government officials and lawmakers made sure that their outfits told advanced their personal vision and advocacy as well.

Sen. Loren Legarda, who continued to the Congress last week

that she was here among several choices for her Sona track, decided on a Paul Gabriel polo dress made of recycled fabric.

"I want to prove that old, recycled and reuse something that's borrowed can look good," said Legarda, who recently put up the country's first permanent textile gallery in the National Museum. Former Rep. Rita Marasigan (Masagay) combined materials from several geographical, and sometimes opposing political, locales in her yellow fitted dress made of old Joke from up north with a pair of detachable ivory sleeves made of Denbuck material from the south made by Joel Amador.

"The use of new fabric materials

WHEN POLITICS 21



One Night With Taiwan's King of Laughter Jacky Wu

Rosara World Manila, the foremost venue for internationally-acclaimed entertainment presents Taiwan's renowned talk show host, singer, and actor Jacky Wu for a one-night-only engagement at the Newport Performing Arts Theater Saturday, July 28, 2012, 8PM.

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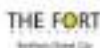
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Grilling of CJ nominees starts

By Jerome Daring

THE JUDICIAL and Bar Council (JBC) begins today interviewing the most and most aspiring to become the 24th Chief Justice of the Supreme Court.

Among the list to be interviewed from 9 a.m. to 12 p.m. are Presidential Commission on Good Government Chair Andres Bautista, law professor Salvador Gargueta, and Justice Secretary Carlos D. Linares.

They will be followed by Vice Legal Services Group chair Jose Manuel Ilescas, Solicitor General Francisco Jacobina and women's rights and family lawyer Rosita Lagarda between 2 p.m. and 5 p.m.

He is interviewed in Wednesday, are Supreme Court Justice Roberto Abad, law professor and JBC chair Leonardo E. Fernandez & Commission managing partner Edilberto, Justice Carlos and former University of the Philippines law chair, Raul Pangalanan, Justice Carlos, Justice, Commission Chair Leonardo E. Fernandez and retired Judge Manuel Gargueta Jr.

On Thursday facing the JBC would be University of the East law dean and former

would be involved.

The interview will be aired over television and radio through government TV station DZL-1.

The public can view questions to send to JBC at judicial.jbc.gov.ph and info@supremecourt.gov.ph, Facebook <https://www.facebook.com/JBCsupremecourt> and Twitter <https://twitter.com/JBCsupremecourt>.

160 seats for public

They seats in the hearing room and 160 seats in the Supreme Court lobby will be provided to the public on a "first come, first served" basis.

Lawyer Jose Mejia, JBC member representing the academe, told reporters the academy will be opened about three days before the JBC.

Independence is crucial because it is one of the criteria laid down by the rules. But equally important is that he or she should also be perceived by the public as being independent," he said.

The JBC will also scrutinize the candidates' competence, integrity and good character as stated in Article III of the Constitution.

For the first time, the JBC will look into the wealth and properties of the candidates

through their statements of assets, liabilities and net worth, and the wisdom of society of the bulk deposits that they had submitted to the JBC, Mejia said.

The aspirants, he added, would also be asked to comment on the statements of opposition to their nomination from several groups and individuals last filed.

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We find ways

A photograph showing a woman in a red dress sitting on a red carpet, looking up at a woman in a red dress standing nearby. The scene is set on a red carpet with stanchions and a red rope. The background is dark and out of focus.

OTHELLO STRALFA Little Nemo, daughter of Agnieszka Waj, Jane Wajowa, gets a taste of the red carpet



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CHRISTOPHER Condit-Carpin, President
of the World Bank

SARAH P. Hall says, "Today Cautley gets a 10 in chess (above)," while **Andriuskevicius** says, "Killed Martine gets personal with a message directed at the President (top, right)." *—C. G. Smith*



FORMER Adhyan Nip. Nisa Hidayat



LEYTE Rep. Lory Torres, Dem.



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Erik Aguirre and
Michael Mayer (above)
don't get disoriented
during President
Aguirre's State
speech. — *AP/WIDEWORLD*



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Source: www.irs.gov

Image of a person, their family, and their pet are the perfect choice for your petting zoo. The image is a black and white photograph of a man, a woman, and a child, all smiling and looking at the camera. They are standing in front of a large, dark, textured background that looks like a wall or a fence. The man is on the left, the woman is in the middle, and the child is on the right. They are all wearing casual clothing. The image is framed by a thin black border.



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Across the NATION

P200,000 reward up for info on ex-tourism exec's attackers

CAMP PANGLOSS (SAL).—Laguna police yesterday offered a P200,000 reward for information that could help identify the attackers of former Philippine Tourism Secretary Manuelito Sison, who was shot and killed in a car in the town of Tawi-Tawi.

Sison, 52, was shot by three gunmen in a car in the town of Tawi-Tawi, who were shot and killed in a car in the town of Tawi-Tawi.

Sison was shot in the town of Tawi-Tawi, who were shot and killed in a car in the town of Tawi-Tawi.

One unidentified man shot Sison in the back while he and his daughter were about to enter his brother's house in Tawi-Tawi.

At the Calabanga Division Hospital, doctors declared Sison a "brain-dead."

"He's still in the ICU (Intensive Care Unit) but he's brain-dead," declared Sison's brother, who was shot and killed in a car in the town of Tawi-Tawi.

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One said two of the men who were shot and killed in a car in the town of Tawi-Tawi.

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Floods cause class suspension in 2 provinces

107 rescued from sinking vessel off Tawi-Tawi

SAMBANGA CITY.—The Philippine Navy yesterday said it rescued 107 people from a sinking vessel off Tawi-Tawi.

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EDUARDU-CHOLERA and their parents wade through floods in Davao, after their houses were damaged due to heavy rain that triggered the flooding in the area on Friday.

Fear of armed group stalks 'lumad' evacuees

MANILA CITY.—Two evacuees in a boat "fired" bullets of fear in the town of Tawi-Tawi.

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DISPLACED students of Pangasinan, who were in the Provincial Capital Building in Manila City, are seen after their houses were damaged due to heavy rain that triggered the flooding in the area on Friday.

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Jordanian journalist, 2 Pinoy crewmen, seen alive on video

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ATTO is a photo taken June 11, 1992 in Manila, Philippines.



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COA: PLM hiked fees due to fund lack

By Lela B. Salazar
and Jaymie T. Goni

THE DOHARTMAG in Lungsod ng Maynila (PLM) has approved an increase in tuition and other fees, effective from the start of the school year, according to the Commission on Education (COE).

In its 2012 report, the body agency said that it is the end of the year, the PLM has approved an increase in tuition and other fees, effective from the start of the school year, according to the Commission on Education (COE).

The committee advised of P75 million in the school's projected income of building for its expansion.

Last year, PLM's P100 million in total income was not enough, COA added. In 2010, the university failed to receive P107.2 million from the COE report, it added in its report.

As a result, the school was forced to put on hold its plan to improve its facilities, the unit reported.

"The increase of its proposed project for the improvement of school facilities as well as the procurement of necessary equipment, furniture and fixtures were delayed in the last range of the students," it is reported.

COA in past PLM officials is still in Manila before officials launched the lack of funding so that the city government would also suffer.

In response to last year's COE report, PLM officials said that they did not have to collect the city government's unpaid obligation to the university although they were not optimistic.

The COE also stated that the city government had not met its 2011 obligations to the university and that for this year, it just owes the school P100 million after a reduced P100 million of the quarterly salary of P75 million. However,

though the university, PLM is not president and secretary to the Mayor Marikina Garcia but the school had approved a fee hike in tuition and other fees.

At the same time, he said that the release of the city government's unpaid obligation would be used to fund the school's expansion.

He also stated that the city government had not met its 2011 obligations to the university and that for this year, it just owes the school P100 million after a reduced P100 million of the quarterly salary of P75 million. However,

Makati now a sin city

I RECEIVED several text messages about Makati's status, which was headlined, "Gangster city, just like Hong Kong."

"Makati is a sin city," they said. I was not sure if they were serious or just kidding. I was not sure if they were serious or just kidding.

It was not until I saw the report of a young couple being caught in a room in a hotel in Makati that I realized that it was not just a joke.

The couple was caught in a room in a hotel in Makati that I realized that it was not just a joke.



They have a huge firm in a previous area. Makati is a previous area. Makati is a previous area.

The couple was caught in a room in a hotel in Makati that I realized that it was not just a joke.

Many years ago, when the city was still a small town, it was a small town.

In Makati, there is a huge firm in a previous area. Makati is a previous area.

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Classes suspended in Malabon, Valenzuela schools

TWO OTHER in northern Metro Manila announced a suspension of classes after the heavy rain caused by Tropical Storm Trami.

In Malabon, classes from pre-school to high school in both public and private schools were suspended by the local government because of the heavy rain.

In Valenzuela, classes from pre-school to high school in both public and private schools were suspended by the local government because of the heavy rain.

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1 dead, 5 hurt Mother needs help for 2-year-old Achilles

From page A-1

and to the house of Orlando Lopez, 54, and Evangelina Dela Cruz, 56, who said they were not at home when the tragedy occurred.

The couple, who live in a small house in a slum area, said they were not at home when the tragedy occurred.

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Mother needs help for 2-year-old Achilles

By Santiago B. Alcantara

ACHILLES is missing 2 at long. I, too, but his body is not.

The couple, who live in a small house in a slum area, said they were not at home when the tragedy occurred.

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He cannot rest, he is not at play at all. I have to cry like a child.

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METROBRIEFS

Confessed robber gets 4 years

A 40-year-old man who confessed to robbing a woman in a public place in Manila, was sentenced to four years in prison by the Manila District Court.

Household shot dead in Manila

A 40-year-old man who confessed to robbing a woman in a public place in Manila, was sentenced to four years in prison by the Manila District Court.

Rotary Club induction set

The Manila District of the Rotary Club of Manila is set to hold its induction ceremony for new members.

Off-duty cop foils robbery inside Pasay-bound jeep

A police officer who was off-duty at the time of a robbery in a jeep bound for Pasay, foiled the attempt.

Pateros officials approve tax break for balut makers

The Pateros Local Government has approved a tax break for balut makers in the area.

By Metro Manila Police

The Metro Manila Police Department has announced a new initiative to improve community relations.

Tune Hotels eyes 4 more PH branches

Hotel chain aims to ride on budget travel boom

By Duane L. Lave

ADDH low-cost long-stay hotels Red Planet Hotels Ltd. and it had acquired a minority stake in the Thai Bangkok group and then the hotel chain would set up five more branches in the Philippines.

In a telephone interview Red Planet Hotels CEO Nick Thompson said the company would build the number of Red Planet Hotels in the country this year to take advantage of the emerging budget travel boom.

"We plan to open another three to four hotels in the Philippines," he said. "We will have branches in Quezon City, Cagayan de Oro City, Davao, Cebu, and Manila."

He said the group was also trying to launch a new hotel under the Red Planet Hotels brand in the coming months.

"So we will have close to 10 hotels in the Philippines by the end of next year," Thompson said, noting that, on the average, each Tune Hotel would have about 100 rooms.

"There is huge growth in the hotel sector in the Philippines," he said.

The Red Planet CEO explained that hotels in the Philippines had cut "half empty" hotel rooms, but that demand had "gradually caught up with supply" recently, resulting in a shortage of hotel rooms, especially on budget hotels.

"We recognized this was happening in early 2011 and we started to act," he said.

Together with its other hotel investments around Asia, Red Planet will spend about \$300 million to put up 3,100 hotel rooms over the next year.

There are five Tune Hotels currently in operation in the Philippines, with its services—the Red Planet Hotels—during opened last week.

He said Tune Hotels had been very well received by the hotel market, as evidenced by its 100,000+ bookings from July 1 to July 10, 2012.

He added that, unlike the traditional, online industry, budget hotels were very profitable, earning an average operating margin of 10 percent, compared to the 5 percent for traditional hotels.

He said up to 40 percent of Tune Hotel clients were walk-in customers.

Hotel income cost significant from \$5 to \$20 a night, depending on how early a client books for rooms, as other customers he wants to enjoy.

In the Philippines, Tune Hotels is in direct competition with the Gaisang Group's Gaisang Hotels, the Tune Hotels is in up with the hotel, which is also connected with budget services like Pacific.

"They have more hotels and they're more established," Thompson said when asked about his competition.

Last week, Red Planet acquired a 100-percent stake in Tune Hotels, registered in US\$5,000,000, as both companies sought to grow the business in the hotel market.

Top executives of the Tune Hotel and Pacific Hotels, remained the largest shareholders of the hotel chain.

Established in 2007, there are now 24 Tune Hotels operating in 100 rooms globally.

There is a combined additional pipeline of 30 more hotels with 30,000 rooms, including those in India, Indonesia, Australia and South Korea, along with additional projects in Thailand, Indonesia, the Philippines, Malaysia and England.

By the end of 2012, Red Planet Hotels will have 10 operating hotels with 1,000 rooms in Thailand, the Philippines and Indonesia.

New model seen

From page B1

branch of its new model hotel brand.

The company has already started five of the 10 models that are scheduled for launch this year.

GAIC, which gave more a preview of its latest model, the 100-room Garden Hotel, which promises 17 percent to 30 percent average occupancy.

This model, the company claims, has the lowest start-up costs of all other models in the chain.

GAIC said the company was expecting the model to generate a "very high" return on investment in the form of a high occupancy rate.

"This model is a game-changer because it gives us a way that others give incremental improvement in their models, while we give them, with a repeatable model, price, occupancy, and the business of a large company. There is no reason why a competitor will not use this model," he said.

The Garden Hotel, GAIC added, was the company's way of helping the government open up the country's tourism and hotel market by providing a model that would use less money. The model allows investors to enter around \$100,000 per room.

GAIC noted that it was spending as much as \$200 million per year to fund the planned expansion of its manufacturing facility in Laguna to accommodate the growing demand for quality building solutions for its hotel chain.

GAIC said the capital expenditure budget for 2012 would allow the company to increase production capacity by 20 percent. The current production of about 400,000 steel reinforcement bars per year.

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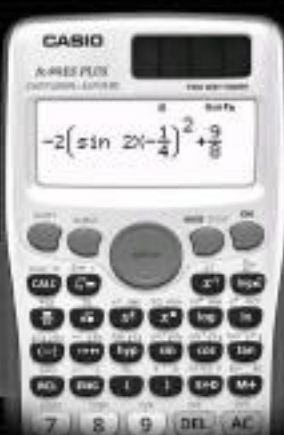
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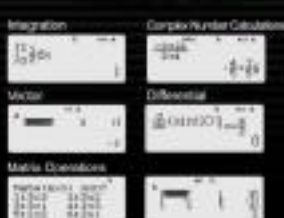


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Franchise Asia Philippines 2012 is Asia's Biggest 4-in-1 event



The best business minds and the biggest showcase of franchise investment opportunities will headline Franchise Asia Philippines (FAP) 2012, an Asia's premier 4-in-1 event takes center stage on July 25 - 29 at the SMX Convention Center Manila. This was announced by the Philippine Franchise Association (PFA), the country's pioneer and largest franchise association, organizer of the event.

Copresented by PLDT SKB Nation, PLDT Alpha Enterprise and BPI Family Savings Bank, FAP2012 is Asia's largest franchise show, amplified by 53 live events, the International Franchise Conference on July 25 and 26, the three-day International Franchise Expo on July 27-29, Franchise Seminars simultaneous with the Expo, and, the Certified Franchise Executive (CFE) Program on July 25 and 26 at the ABO Conference Center Manila.

PFA President Elizabeth Peña-Olivera reports record-breaking attendance from 150+ brands to attend franchise show for the 20th time. "FAP2012 is the latest expression of the annual Philippine International Franchise Conference and Expo, as



PFA BOARD OF TRUSTEES AND OFFICERS 2011 - 2013

Among new faces in the Collective Body, CFE (Regional International), Chair - Corporate Social Responsibility: Francisco S. Gallo, Chair - Membership Recruitment & Benefits: Jose Yonatan Paez (Philippine Service Corporation), Chair - Internal Affairs/Ethical Standards & Good Governance: Robert Torres, CFE (PFA's Treasurer), Chairman and Chair - Philippine Global Brands: Elizabeth Peña-Olivera, CFE (Wholly Pils, Corp.), President and Chair - Marketing & Promotion: Karen Lim, CFE (Elite Fine Furniture and Canvas), President and Chair - International Relations: Bing Sibal Lungsang, CFE (Pineapple Philippines), Vice-Chairman: Ray, Leo Dominguez (Quilombing Town), Law Office, Chair - Legal and Corporate Affairs and, Dr. Alan Sandoza, CFE (Trust Magic), Chair - Government Relations & Advocacy.

to build up on last year's milestone International Franchise Conference and Expo 2011, which gave our country, through PFA, the honor of hosting the convergence of the top leaders in the international franchise community, aside from holding a

record-breaking International Franchise Conference and International Franchise Expo," Peña-Olivera says. Unfettered investment opportunities - from around 500 brands from 200 companies, covering all

sectors at various investment levels - are expected to attract more than 10,000 visitors to the Expo. The International Franchise Expo is a one-stop shop which also serves as an excellent venue to network with suppliers as well as learn new joint

business partnerships. Through the years, we have made it to be the outstanding benchmark in the country's trade shows, and this year we are making the event more exciting with the inclusion of a franchisee thriller, which will offer opportunities to the previous successful business," reveals Peña-Olivera.

Peña-Olivera, who is also the Chairman of Franchise Philippines, added that FAP2012 through a pre-conference event comprises the Organizing Committee, will bring to gather more than 20 speakers from the best minds in franchising and related industries to present the latest trends and developments in the sector.

The two-day International Conference with the Expo will open the second event on July 25 and 26, offering empowering sessions from renowned experts - both from the Philippines and abroad - who will share their expertise and vast experiences on addressing some of the most challenging issues in today's business landscape, and thus provide sound business practices, practical tips and tools to help the franchising business play ahead in today's increasingly complex and ever-changing business environment. Among the topics to be discussed in the show are Global Franchising Trends and Developments; Shopper Trends and Evolving Consumer

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Any of it and we believe the Philippine Commission on Human Rights (CHR) and the People's Rights Foundation (PRF) will be able to do it. I would like to extend my hearty congratulations to the Executive Director, Mr. Danilo Lim, and the Organizing Committee for the successful opening of the 20th Philippine International Human Rights Conference and Forum. This event, which has been widely recognized as the best and the largest human rights gathering in the Philippines, has been a great success. It is a testament to the commitment of the Philippine Commission on Human Rights and the People's Rights Foundation to the promotion and protection of human rights in the Philippines.

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Adding excitement to the Conference on the Franchise Success where thought-leaders and lively exchange of ideas transpire within industry peers. Among the topics featured are Running a Family Business; Growth, Location, Logistics; Partnering Investments to Your Brand; Big Data: The Secret to Your People; Managing Profitability; Using International Networks to Finance; Supply Management; and, Exploring Career Opportunities in Franchising.

On July 27 to 29, the International Franchise Expo will showcase the latest commercial business opportunities ranging from established and successful brands - both local and international - to new and promising franchise concepts covering every sector in various international levels. The biggest franchise showcase in Asia with almost 10,000 square meters in exhibit area, covering all four halls of the SMX Convention Center, the Expo, aside from a wide range of local and international franchise brands - also highlighted by special sector of interest, among them the Small Business Pavilion, Innovation and Emerging Concepts Area, International Supplier and Allied Services, Thinkback Stage: the Best of the Philippines, and many more.

The Expo also provides another learning venue through the Franchise Forum. Three seminars will be conducted to serve as a forum for business matching between franchisees and franchisors. "Master Franchising 101: International Franchise Opportunity for Local Investors who want to be a Master Franchisor, an area developer or a joint-venture in a foreign land on July 27; and, the theme is Franchise your Business for more, small or medium enterprise owners who want to expand their business through franchising, and "How to Invest in the Right Franchise" for would-be franchisees, both on July 28 and 29.

Another highlight of the annual show is the Certified Franchise Developer (CFD) Program on July 23 and 24 at the SMX Convention Center Hublot. The CFD Program is a nine-MBA professional development program designed to enhance the knowledge and skills of franchise professionals. As the first to be accredited by the Institute of Certified Franchise Developers (ICFD) to offer the program outside the US, PMA has already produced 40 Filipino CFD graduates, and currently has over 100 enrollees from the country and nearby Asian neighbors, further boosting the Philippines' renowned professional standing in the international franchise community.

IFD2012 is supported by the World Franchise Council and the Asia Pacific Franchise Association, with exhibitors, Philippine Seven Corp. (Jollibee, Wingtips/Quickies, Hungry House, Monterey/Quadrant, Coca-Cola, Smart International, Motor Loans Bank, Goodkida Baking, Sunk Philippines, Pilsner Beer, The 101, Pepsi Cola, Franchise Philippines, April House, The General Partner, PE-USA Hair, Mister Bonos, Merida, Billabong, L'Oréal Paris Uniqlo, Crystal One, HP Business Pack, Pilsner Corp., Corporate Food, Ayala Malls, Robinson's Malls, SM Supermalls, Winson, AMC, Entrepreneur Philippines, the Philippine Star, Philippine Daily Inquirer, Manila Bulletin, Business Mirror, Inquirer News, RJ 10, ABS-CBN, Mindge Systems, AM Circle Print and Singapore.

To know more about the event, visit www.franchiseexpo2012.com.ph and register on-line for special admission rates. Official details can be obtained from the PMA Secretariat at tel. no. (02) 8050360 to 67, (02) 80503721, or email phifpa.org.ph. For more information on the Expo, call the exhibit management team United Exhibitions at (02) 730-8888 or e-mail franchise@unitedexhibitions.com.

World Franchise Council



The World Franchise Council (WFC) is an association of 41 National Franchise Associations, where members share strategic international understanding and cooperation for the protection and promotion of franchising worldwide. The WFC was formed in 1989 and is committed to peace, time awareness, business opportunities of each nation's culture and economic growth, and to the continuous and well-being of the global franchise community.



The important role that the franchise business can play in the economic development of countries, as well as the opportunity for entrepreneurs to realize their dreams, has led to a significant increase in the last meeting of the World Franchise Council City Franchising with the multiple effect in the economic, social, and cultural development of the nations. The franchise business is a powerful tool for economic growth and development, and it is a key to the success of many nations.



The Philippine Franchise Association (PFA) is a member of the WFC and is committed to the promotion and protection of franchising in the Philippines. The PFA is a leading organization in the Philippines, and it is a key to the success of many nations.



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9:00 PM - 11:00 PM

How to Invest in the Right Franchise

July 28 & 29
10:00 AM - 12:00 PM
1:00 PM - 3:00 PM
3:00 PM - 5:00 PM
5:00 PM - 7:00 PM
7:00 PM - 9:00 PM
9:00 PM - 11:00 PM

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Franchise Expo 2012



Entrepreneurs listen to Meritco Partner CEO Jose Ralder Reyes as he stresses the need for early engagement through Meritco SME Partners.

Meralco provides franchise businesses a good head start

Raising from franchising franchisees is not with the greater challenge of building a better Philippines. Meritco is dedicating considerable resources to give franchisees a leg up in their business journey.

Through Meritco SME Partners, a team brought together to support and boost small and medium enterprise (SME) in the country's biggest distribution utility is giving aspiring entrepreneurs, including investors or holders, a head start as their business by making electricity available to us now.

Jose Ralder S. Reyes, Meritco Group CEO and Head of SME Business Group, says Meritco SME Partners reduce the help of its customers and suppliers to get electricity for business links.

"A good name is to enable business franchisees and other SMEs have their electricity to time for opening of their outlets or the start of their business operations. No need for contacts within Meritco para mapabili ang application," he notes.

Electricity is a critical part of operations. That is why it will benefit business franchisees to have an early engagement with the power utility - perhaps, even as for existing ones planning to expand.

Advanced consultation will result in faster electrical connection since it will allow Meritco to prepare necessary electrical fixtures ahead of time and enable the franchisees to start their business on schedule. Moreover, consultation will allow Meritco to customize value-added services such as energy management services and alternative pricing options, and recommend accredited contractors who can guarantee a high level of work benchmarked by details.

One of the companies which benefited from closely working with Meritco SME Partners is tube ice maker, Mr. Frost, a prepackaged SME that was revamped during the first Meritco Conference Launch last February.

Mr. Frost president and CEO Gerald Santos acknowledges how Meritco helped him expand his business to full capacity when the company introduced him to a network that allows him to shift operations to a self-help basis.

"A good name is to enable business franchisees and other SMEs have their electricity in time for opening of their outlets or the start of their business operations. No need for contacts within Meritco para mapabili ang application."

Jose Ralder Reyes
Meritco Group CEO

Under one such scheme called Peak Off Peak Rates, business can shift to decrease less operating expenses, increase its profitability and eventually set up new ice plants.

On July 25, during the Franchise Asia Philippines 2012 Conference at SMX Convention Center, Meritco SME Partners will be promoting the Peak Off-Peak Rates scheme and other incentive ways to ensure that profitability is viable and perpetually sustainable for franchise businesses.

A series of seminars on "Meritco Strategy & Innovation for SMEs" will be held on July 28 and 29 at the same event.

Aside from offering various activities designed to provide perspective on the latest trends and developments in franchising, the event also features a grant of franchising prospects and opportunities.

Those entrepreneurs who are thinking of starting their own business franchise or expanding their existing one would do well to attend this event.

For more information on how Meritco can jumpstart your franchise and offer value-added services, please contact Meritco SME Partners at (02) 217-1761 or email smepartners@meritco.com.ph.



Meritco helps Mr. Frost president Gerald Santos achieve his business goals with Peak Off-Peak Rates.

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VINA MORALES doing the push-up on the exercise ball for an overall body workout and to improve alignment. *Mora, Morales with the **Myx to Manila** Productions' "Rock of Ages" where, playing a stripper, she showed off her super-slim body.*



How Vina got her washboard abs back—at home

The actress relied on a trainer and a portable workout system to prepare for her role as a stripper in 'Rock of Ages'

By Margie C. Enriquez

STRIKER ACTRESS Vina Morales auditioned for "Rock of Ages," hoping to get a lead role. When she was cast as Sherrie, the female protagonist's stripper-sister, Vina gave her trainer, Kenna Mahlog, less than three months to get her washboard abs back.

Including bodice piercings through sensitive cellulite, she worked out and core training is the way to chisel ab-tight. Her program consisted of bodyweight exercises with the aid of portable exercise equipment.

After giving birth to Sean, now three years old, Vina regained her figure. Although she did not expect, they were both slim, like playing a young mother, which didn't require much in the locker department.

However, in "Rock of Ages," her first ever fitness role, Vina needed to get fit. There were still some personal life concerns but she was determined.

"My role was a stripper. I had to prepare. I was careful with my food to

make... mostly brown rice, salad, eggs and sweet potato. But if you don't complement the diet with a strong workout, the weight just won't budge," she said.

She has tried all kinds of activities such as yoga, dancing, badminton and running. "I got bored really fast," she said.

Her body type is ectomorphic, a naturally slender build. Although she is blessed with a sculpted midsection, she needs to build up muscle when working with five weights.

"I wanted to get ripped and concentrate on core training, but I didn't want any more muscle on my arms," said the dancer-actress.

Vina and her trainer would work out in the singer's home. Mahlog said she can't do more than the treadmill on a stationary bike and five weights to get in shape. For the intense home gym, the trainer would bring portable fitness equipment—a stepper, a stability ball, an exercise ball and a TRX suspension kit.

Physicists

Mahlog explained that Vina's two-hour workout focused on plyometrics and core training.

Plyometric exercises are explosive, high-intensity training skills used to build up strength and speed, such as hops, jumps



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[illegible]

10x10 grid with a complex black and white pattern, likely a crossword puzzle or a binary image.

